

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently amended) A web page generation method comprising:  
defining a master specification specifying a common style, a common navigation arrangement, and common content placement for each resultant web page to be generated;  
defining a first subordinate content specification specifying first content of a first resultant web page, referencing the master specification for style, navigation and content placement;  
defining a second subordinate content specification specifying second content of a second resultant web page, referencing the master specification for style, navigation and content placement;  
generating a merged specification in response to receiving a uniform resource locator request for the first or the second resultant web pages, wherein the merged specification corresponds to a web site that comprises the first and second resultant web pages; and  
generating said first and second resultant web pages with said first and second contents being placed and styled in accordance with said common content placement and said common style specified by said master specification, and said first and second resultant web pages having said common navigation arrangement specified by said master specification, wherein said first and second resultant web pages are rendered in accordance with the merged specification.
2. (Original) The method of claim 1, wherein said defining of a master specification specifying a common style comprises specifying a reference to a style definition.

3. (Original) The method of claim 1, wherein said defining of a master specification specifying a common navigation arrangement comprises specifying a reference to a navigation specification.
4. (Original) The method of claim 1, wherein said defining of a master specification specifying a common content placement comprises specifying said common content placement within said master specification.
5. (Original) The method of claim 1, wherein each of said defining of a first and a second subordinate content specification specifying first and second content of a first and a second resultant web page is made using a markup language having language elements for specifying control information in a control section, and said referencing of the master specification comprises specifying a reference to said master specification in said control section.
6. (Currently amended) A web page generation method comprising:
  - receiving a master specification defining a common design for resultant web pages to be generated, specifying common content placement and at least one of common style and common navigation arrangement for each of said resultant web pages to be generated;
  - receiving a first subordinate web page specification defining first content for a first resultant web page to be generated, specifying said first content for said first resultant web page to be generated, and referencing the master specification, for content placement and at least one of style and navigation;
  - receiving a second subordinate web page specification defining second content for a second resultant web page to be generated, specifying said second content for said second resultant web page to be generated, and referencing the master specification for content placement and at least one of style and navigation;

generating a merged specification in response to receiving a uniform resource locator request for the first or the second resultant web pages, wherein

the merged specification corresponds to a web site that comprises the first and second resultant web pages; and

generating said first and second resultant web pages with said first and second contents being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification, wherein said first and second resultant web pages are rendered in accordance with the merged specification.

7. (Previously Presented) The method of claim 6, wherein said master specification specifies said common style through a reference to a style definition.

8. (Original) The method of claim 7, wherein said master specification specifies said common design employing a markup language having language elements for specifying control information in a control section, and said specification of a reference to a style definition comprises specification of said reference to said style definition in said control section.

9. (Previously Presented) The method of claim 6, wherein said master specification specifies said common navigation arrangement through specification of a reference to a navigation definition.

10. (Previously Presented) The method of claim 9, wherein said master specification specifies said common design employing a markup language having language elements for specifying control information in a control section, wherein and said specification of a reference to a said navigation definition comprises specifying a reference to a navigation specification in said control section.

11. (Original) The method of claim 6, wherein said master specification specifies said common design employing a markup language having language

elements for specifying content in a content section, and said specification of said common content placement comprises specifying said content placement in said content section.

12. (Original) The method of claim 6, wherein both of said first and second subordinate web page specifications specify said first and second content of said first and second resultant web pages using a markup language having language elements for specifying control information in a control section, and each of said referencing to the master specification comprises specifying a reference to said master specification in the control section.

13. (Previously Presented) The method of claim 6, wherein said master specification and said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification;

said first and second subordinate web page specifications specify first and second other control information in first and second control sections of the first and second subordinate web page specifications respectively; and

each of said generating of said first and second resultant web pages comprises merging said specification of at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification and the corresponding one of said first and second other control information in the control section of the corresponding one of said first and second subordinate web page specifications.

14. (Previously Presented) The method of claim 6, wherein said master specification and said first and second subordinate web page specifications

express the respective specifications using a markup language having language elements for specifying control information in a control section;

    said specification of common content placement comprises specification of a content section whose content is to be included from a referencing subordinate web page specification; and

    said first and second subordinate web page specifications specify said first and said second content in first and second content sections of said first and second subordinate web page specifications respectively; and

    each of said generating of said first and second resultant web pages comprises merging a corresponding one of said specified first and second contents in said first and second content sections of said first and second subordinate web page specifications into the content section of the master specification.

15. (Original) The method of claim 6, wherein said first and second resultant web pages are referenced by first and second identifiers;

    said method further comprises receiving said first and second identifiers requesting for said first and second resultant web pages; and

    at least said generations of said first and second resultant web pages are performed responsive to the corresponding receiving of said first and second identifiers.

16. (Currently amended) An apparatus comprising:

    storage medium having stored therein programming instructions, when executed, operate the apparatus to

        receive a master specification defining a common design for resultant web pages to be generated, specifying common content placement and at least one of a common style and a common navigation arrangement for each of said resultant web pages to be generated; receive a first subordinate web page specification defining first content for a first resultant web page to be generated, specifying said first content for said first resultant web page to be generated, and

referencing the master specification for content placement and at least one of style and navigation;

receive a second subordinate web page specification defining second content for a second resultant web page to be generated, specifying said second content for said second resultant web page to be generated, and referencing the master specification for content placement and at least one of style and navigation;

generate a merged specification in response to receiving a uniform resource locator request for the first or the second resultant web pages, wherein the merged specification corresponds to a web site that comprises the first and second resultant web pages; and

generate said first and second resultant web pages with said first and second contents being placed, styled and/or having a navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification, wherein said first and second resultant web pages are rendered in accordance with the merged specification; and

a processor coupled to the storage medium to execute the programming instructions.

17. (Previously Presented) The apparatus of claim 16, wherein said master specification and both of said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification;

said first and second subordinate web page specifications specify first and second other control information in first and second control sections of the first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said generating of said first and second resultant web pages in a manner that includes merging of said specification of at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification and the corresponding one of said first and second other control information in the control section of the corresponding one of said first and second subordinate web page specifications.

18. (Previously Presented) The apparatus of claim 16, wherein said master specification and both of said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of common content placement comprises specification of a content section whose content is to be included from a referencing subordinate web page specification; and

said first and second subordinate web page specifications specify said first and said second content in first and second content sections of said first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said generating of said first and second resultant web pages in a manner that includes merging a corresponding one of said specified first and second contents in said first and second content sections of said first and second subordinate web page specifications into the content section of the master specification.

19. (Currently amended) An article of manufacture comprising:  
a storage medium;  
and a plurality of programming instructions stored in said storage medium to:  
program an apparatus to enable the apparatus to:  
receive a master specification defining a common design for resultant web pages to be generated, specifying common content placement and at least one

of a common style and a common navigation arrangement for each of said resultant web pages to be generated,

receive a first subordinate web page specification defining first content for a first resultant web page to be generated, specifying said first content for said first resultant web page to be generated, and referencing the master specification, deferring to the master specification for content placement and at least one of style and navigation,

receive a second subordinate web page specification defining second content for a second resultant web page to be generated, specifying said second content for said second resultant web page to be generated, and referencing the master specification, deferring to the master specification for content placement and at least one of style and navigation,

generate a merged specification in response to receiving a uniform resource locator request for the first or the second resultant web pages, wherein the merged specification corresponds to a web site that comprises the first and second resultant web pages; and

generate said first and second resultant web pages with said first and second contents being placed, styled and/or having a navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification, wherein said first and second resultant web pages are rendered in accordance with the merged specification.

20. (Previously Presented) The article of claim 19, wherein said master specification and both of said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

    said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification;

said first and second subordinate web page specifications specify first and second other control information in first and second control sections of the first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said generating of said first and second resultant web pages in a manner that includes merging of said specification of at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification and the corresponding one of said first and second other control information in the control section of the corresponding one of said first and second subordinate web page specifications.

21. (Previously Presented) The article of manufacture of claim 19, wherein said master specification and both of said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section;

said specification of common content placement comprises specification of a content section whose content is to be included from a referencing subordinate web page specification; and said first and second subordinate web page specifications specify said first and said second content in first and second content sections of said first and second subordinate web page specifications respectively; and

said programming instructions operate the apparatus to perform each of said generating of said first and second resultant web pages in a manner that includes merging a corresponding one of said specified first and second contents in said first and second content sections of said first and second subordinate web page specifications into the content section of the master specification.

22. (Currently amended) A web page generation method comprising:  
receiving a master specification defining a design for one or more resultant web pages to be generated, specifying in a first control section at least one of style and navigation arrangement and, in a first content section, first

content placement for each of the one or more resultant web pages to be generated;

receiving a first subordinate web page specification defining first content for a first resultant web page to be generated, referencing in a second control section the master specification for content placement and at least one of style and common navigation, and specifying in a second content section said first content;

generating a merged specification in response to receiving a uniform resource locator request for the first second resultant web page, wherein the merged specification corresponds to a web site that comprises the one or more resultant web pages; and

generating said first resultant web page, adopting said first control section and first content section of said first specification and merging said specified first content into said first content section, resulting with said first content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification, wherein said first resultant web page and the other one or more resultant web pages are rendered in accordance with the merged specification.

23. (Previously Presented) The method of claim 22, wherein said first subordinate web page specification further specifies other control information in said second control section; and

said generating of said first resultant web page further comprises merging said other control information in said first control section.

24. (Previously Presented) The method of claim 22, wherein said master specification and said first subordinate web page specification express the respective specifications using the XHTML having a <head> section for specifying control information;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the <head> section of the design specification; and

said generating of said first resultant web page comprises adopting said <head> section of said design specification.

25. (Previously Presented) The method of claim 22, wherein said master specification and said first subordinate web page specification express the respective specifications using XHTML having language elements for specifying control information in a control section;

said master specification specifies said content placement by specifying within said design specification a <body> section whose content is to be included from a referencing subordinate web page specification; and

said first subordinate web page specification specifies said first content by specifying within said first subordinate web page specification a <body> section; and

said generating of said first resultant web page comprises merging the content of the <body> section of the subordinate web page specification into the <body> section of the design specification.

26. (Previously Presented) The method of claim 22, wherein

said master specification further specifies in a second content section, second content placement for each of the one or more resultant web pages to be generated, and said first subordinate web page referencing said first content section of said master specification for said first content placement;

said method further comprises receiving a second subordinate web page specification defining second content for said second content placement for said first resultant web page to be generated, referencing in a third control section the second content placement of the master specification for content placement and

at least one of style and common navigation, and specifying in a third content section said second content; and

    said generating of said first resultant web page further comprises merging said specified second content into said second content section, resulting with said second content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification.

27. (Original) The method of claim 22, wherein said first control section of said master specification comprises at least one variable control, and said second control section of said first subordinate web page specification comprises a control value for one of said at least one variable control.

28. (Currently amended) An apparatus comprising:

    storage medium having stored therein a plurality of programming instructions which, when executed, operate the apparatus to receive a master specification defining a design for one or more resultant web pages to be generated, specifying in a first control section at least one of style and navigation arrangement, and in a first content section content placement for each of the one or more resultant web pages to be generated,

    receive a first subordinate web page specification defining first content for a first resultant web page to be generated, referencing in a second control section the master specification, deferring to the master specification for content placement and at least one of style and common navigation, and specifying in a second content section said first content,

generating a merged specification in response to receiving a uniform resource locator request for the first resultant web page, wherein the merged specification corresponds to a web site that comprises the one or more resultant web pages; and

    generate said first resultant web page, adopting said first control section and first content section of said master specification and merging said specified

first content into said first content section, resulting with said first content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification, wherein said first resultant web page and the other one or more resultant web pages is rendered in accordance with the merged specification; and

a processor coupled to the storage medium to execute the programming instructions.

29. (Original) The apparatus of claim 28, wherein said second specification further specifying other control information in said second control section;

and said programming instructions operate the apparatus to effectuate said generating of said first resultant web page, merging said other control information in said adopted first control section.

30. (Previously Presented) The apparatus of claim 28, wherein said master specification and said first subordinate web page specification express the respective specifications using the XHTML having a <head> section for specifying control information;

said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the <head> section of the design specification;

and said programming instructions operate the apparatus to effectuate said generating of said first resultant web page, adopting said <head> section of said design specification.

31. (Previously Presented) The apparatus of claim 28, wherein said master specification and said first subordinate web page specification express the respective specifications using XHTML having language elements for specifying control information in a control section;

said master specification specifies said content placement by specifying within said design specification a <body> section whose content is to be included from a referencing subordinate web page specification; and

    said first subordinate web page specifies said first content by specifying within said first subordinate web page specification a <body> section ; and

    said programming instructions operate the apparatus to effectuate said generating of said first resultant web page, merging the content of the <body>section of the subordinate web page specification into the <body> section of the design specification.

32. (Previously Presented) The apparatus of claim 28, wherein said master specification further specifies in a second content section, second content placement for each of the one or more resultant web pages to be generated, and said first subordinate web page referencing said first content section of said master specification for said first content placement;

    said programming instructions further operate the apparatus to receive a second subordinate web page specification defining second content for said second content placement for said first resultant web page to be generated, referencing in a third control section the second content placement of the master specification for content placement and at least one of style and common navigation, and specifying in a third content section said second content, and

    merge said specified second content into said second content section, resulting with said second content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification.

33. (Original) The apparatus of claim 28, wherein said first control section of said master specification comprises at least one variable control, and said second control section of said first subordinate web page specification comprises a control value for one of said at least one variable control.